

23andMe

**MOUNTAIN VIEW****CA****IMPACT****\$1.1B**
VALUATION**23ANDME**899 West Evelyn Avenue
Mountain View, CA, 94041
www.23andme.com

When genotyping solutions first came on the market, customers were thrilled they could pinpoint their ancestry and learn more about who they are and where they came from. 23andMe took this one step further, and became the only company to offer both an ancestry product and a genetic health assessment that provides customers with over 75 online reports related to genetic health risks, carrier status, wellness and more.

The process is relatively simple. A kit is either purchased online or in a store. The customer provides a saliva sample and mails back the kit. Within 6-8 weeks, reports are available online. Prices range from \$99 for just the ancestry reports to \$199, which includes both health and ancestry. It's an affordable solution for anybody looking to be more proactive about their health by learning about conditions to which they may be predisposed.

Customers can also opt-in to participate in 23andMe's expanding research. By answering a series of research surveys from their home computer or mobile device, they can help drive scientific and medical discoveries.

SBIR funding provided by HHS has helped the company to further advance genetic science. Over the past five years, 23andMe has received NIH SBIR funding to help improve the effectiveness of its data collection and analytics, and to enhance racial diversity in genetics research. Today, the company's research platform is the world's largest consented, re-contactable database for genetic research.

23andMe test kits are sold at Target, CVS and on Amazon, as well as on the company's website, 23andme.com. Over 2 million genotyped customers worldwide.

23andMe was most recently valued at \$1.1 billion, making it the highest-valued personal genetic testing startup in the world.

23andMe is the first and only genetic service available directly to consumers with reports that meet the FDA's standards for clinical and scientific validity, including the latest addition of Genetic Health Risk reports for conditions like Parkinson's and late-onset Alzheimer's disease.

Total HHS SBIR Investment:
\$4.1 million